

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2017/2018

**BEL1014 –E-COMMERCE**

(All sections / Groups)

30 MAY 2018  
9.00 a.m. - 11.00 a.m.  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages excluding cover page.
2. There are 5 questions. Answer ALL questions.
3. Please write all your answers in the Answer Booklet provided.

**Question 1**

Compare 5 unique features of an e-commerce website with an ordinary e-business website. (20 Marks)

**Question 2**

- a) If you plan to start an e-commerce business, explain 2 factors that help to decide which internet data provider you will going to subscribe. (6 Marks)
- b) True or false for the following statement:

	<b>Statement</b>	<b>True or False</b>
i.	Web 2.0 application and services include social network, blogs, and wikis.	
ii.	The bandwidth capacity is not one of the limitation of the current internet.	
iii.	Fibre optic cable is used to build the backbone of internet primarily.	
iv.	Speed, capacity and scalability are the most important consideration to a hardware selection to build an e-commerce.	
v.	The disadvantage of outsource to build an e-commerce is high maintenance cost, if compare to build in-house ecommerce.	
vi.	SWOT analysis is needed to conduct while planning the developing an e-commerce.	

(14 Marks)

**Question 3**

- a) With examples, explain any 2 e-commerce payment systems that can be done today? (4 Marks)

**Continue ...**

- b) Based on the table below, explain the system functionality and information requirement for each of the business objective?

Business Objective	System Functionality	Information Requirement
Display goods		
Engagement customers in conversations.		
Understand marketing effectiveness		
Execute a transaction		

(16 Marks)

#### Question 4 (20 Marks)

Please read the passage belows:

#### Why You Should Try Augmented Reality Ecommerce

While most of us were introduced to augmented reality through the popular Pokémon Go app, augmented reality isn't just for gaming. Over the next few years you'll see it expand into other industries like health care, books, and of course there's augmented reality ecommerce.

#### Visualize Your Purchases

A few months ago, my partner and I bought a condo. We used an augmented reality app to help us visualize what our condo would look like furnished. We were able to choose the exact furniture from Ikea that we wanted to buy. We were able to see what types of furniture we could fit into the space without it being too cramped. We saw which colours clashed, which allowed us to visualize our home before any big purchases. We played around with our layout a few times until we chose all aspects of our home. Since neither one of us are good at imagining what our home could look like, seeing our actual furniture laid out in our space allowed us to create a home that looked great.

#### Enhance the Shopping Experience

For many, half the fun of shopping is trying on different looks. That's why Sephora's Virtual Artist app is amazing for online beauty shoppers. You can try out different lip colours, eyelash thickness, eyeshadow and cheek colours. By trying on several shades in one click, you can easily see what colours look good and which look bad. This virtual experience is even better than an in-person experience where you'd have to apply and remove makeup until you've found one you like.

Continue ...

This app makes the shopping experience fun by allowing you to makeup your face in various looks. You can experiment with shades you normally wouldn't. If you like the look you created, you can easily click the Shop buttons to buy the products. This allows you to have a fun shopping experience while making the purchase an easy and natural part of the process.

- a) Passage above explains the advantage of Augmented Reality (AR) Ecommerce. Beside helps to visualize your purchases and enhance the shopping experience, what are the other advantages on the use of AR Ecommerce? Please justify your answer. (10 Marks)
- b) As according to the passage, what is the possible disadvantage of AR Ecommerce? Please justify your answer. (10 Marks)

**Question 5 (20 Marks)**

- a) Explain any 3 locating technologies that available today. (6 Marks)
- b) Define privacy (2 Marks)
- c) Explain any 3 metrics that used to calculated the popularity of
- The email (6 Marks)
  - The digital display advertisement (display ad) (6 Marks)

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